

**CITY PLAN COMMISSION
MARSHFIELD, WISCONSIN
MINUTES OF JANUARY 21, 2014**

Meeting called to order by Vice-Chairman Beck at 7:00 PM in the Council Chambers of City Hall Plaza.

PRESENT: Dan Knoeck, Ken Wood, Ed Wagner, John Beck, and Chris Jockheck

EXCUSED: Mayor Meyer and Karen Woodford

ABSENT: None

ALSO PRESENT: City Administrator Barg; Planning & Economic Development Director Angell; Planner/Zoning Administrator Miller; Planning Intern Schroeder; Pat Stuhr, Michelle Boernke and Roxy Wetterau – UW Marshfield; and others.

PC14-01 Motion by Wood, second by Wagner to recommend approval of the minutes of the December 10, 2013 City Plan Commission meeting.

All ‘Ayes’ Motion Carried

PUBLIC HEARING – Municipal Code Amendment to repeal and re-enact Chapter 18, Article VIII, Landscaping Requirements, of the City of Marshfield Municipal Code.

COMMENTS:

- Randy Lueth, 1826 Pheasant Run Drive, stated that he assisted Josh Miller with these revisions and he feels that this is much more usable and administrable than when it was in the code previously. There are two more things he would like to see added: 1) Some threshold that triggers the use of a registered landscape architect – such as 500 to 600 points would trigger that requirement, and 2) Section 18.132 – Plans should be drawn at a reasonable scale and should be more specific – not less than 1” = 20’. He appreciates the opportunity to work with staff on this issue.

PC14-02 Motion by Jockheck, second by Wood to recommend approval of a Municipal Code Amendment to repeal and re-enact Chapter 18, Article VIII, Landscaping Requirements, of the City of Marshfield Municipal Code, as presented, and direct staff to prepare an ordinance for Common Council consideration.

All ‘Ayes’ Motion Carried

PUBLIC HEARING - Conditional Use Request by the Villas at Marshfield on behalf of University of Wisconsin – Marshfield/Wood County to amend the landscape plan and the site plan to move the 24 unit student housing complex (Institutional Residential Apartment) and parking area approximately 70 feet to the east, located at 2313 West 5th Street, zoned “CD” Campus Development District.

COMMENTS:

- Steve Dieringer, 2306 West 4th Street, stated his house is directly behind the site to the north. He went on record previously that he thinks this is good for the UW and good for the City. His only concern has been water runoff, as water drains to the north and west. He had good contact from the developer previously but not since the conditional use was approved. He asked for a meeting with the developer prior to tonight’s meeting but got no response. He would like to see the original approval stand and the building remain where it was originally proposed.

- Randy Leuth, Landscape Architect, stated he developed the original landscape plan, but has not been asked to update it yet. He did suggest to the developer that saving the trees would be a good idea. He feels that this is a better plan than with the building being moved. The drainage and grading plan address the water runoff with the swale system directing storm water to the pond.

PC14-03 Motion Wagner, second by Wood to recommend approval of the Conditional Use Request by the Villas at Marshfield on behalf of University of Wisconsin – Marshfield/Wood County to amend the landscape plan and the site plan to move the 24 unit student housing complex (Institutional Residential Apartment) and parking area approximately 70 feet to the east, located at 2313 West 5th Street, zoned “CD” Campus Development District, and to replace the existing conditions with the following:

1. The 24 unit student housing complex, parking area and access drive may be constructed as presented.
2. The following proposed changes to the landscape plan are allowed as presented:
 - a. The street frontage landscaping along West 5th Street may be planted throughout the provided front yard.
 - b. The street frontage landscape requirements are not limited to 50% medium or decorative trees. Shrubs may be allowed to meet the required points.
 - c. The east and west landscape islands in the middle row of the parking area may be removed and the dedicated landscape points shall be distributed along the perimeter of the parking area.
 - d. Landscape points shall be based on the current landscape code.
 - e. A solid six-foot tall privacy fence shall be placed within the required bufferyard, along the north property line and along Larch Avenue at a minimum three-foot setback to screen the storm water pond.
3. The landscaping must be installed prior to the certificate of occupancy being issued.

All ‘Ayes’ Motion Carried

Miller presented the Alternative Sign Application Update by Jim Pathos to exceed the total sign area and height allowance of an existing nonconforming sign and consideration of allowing a second freestanding sign, located at 1613-1635 North Central Avenue (Festival Foods property), zoned “CMU” Community Mixed Use District.

COMMENTS:

- Dan Drexler, Stratford, Sign, stated that the applicant prefers to go with Option 3 for now and then work toward the second sign for tenant signs.
- Jim Pathos, owner of the property, stated the sign is the original sign dating back to 1986. Since 2006 when the last approval was granted, not much has really changed. Now with the market picking up, there is an increase in demand for signage out front. Alternate No. 3 would meet their immediate needs. He agrees that within a year they could work out a plan to install the multi-tenant free standing sign on the Central Avenue frontage.
- Jockheck asked if we can put a one year time frame on the requirement the second sign.
- Jim Pathos stated he could work with a June, 2015 requirement.
- Jockheck asked if it would be a pylon or monument sign and Pathos stated he prefers to go with a taller sign to keep the tenant signs higher so they are not impacted by snow piles/drifts.
- Wood asked if the pylon signs would block the view of each other and Drexler said he doesn’t think that would be a problem.

PC14-04 Motion Wood, second by Jockheck to recommend denying the Alternative Sign Application Update by Jim Pathos to add 16 square feet of signage, increasing the extent of the existing non-conforming freestanding pylon sign at 1613-1635 North Central Avenue (Festival Foods property), zoned “CMU” Community Mixed Use District, and approving an alternative sign permit to allow a second freestanding sign with the following conditions/exceptions:

- Remove all the signage except the Festival Foods sign and OfficeMax sign from the existing pylon sign.
- Permit a second freestanding sign located at least 100 feet from the existing sign and setback a minimum of five feet from the right-of-way and adjacent property.
- The second freestanding sign shall be a multi-tenant sign for the tenants in Century Plaza and be allowed up to 105 square feet in area.
- The subject property is allowed up to 355 square feet of permanent freestanding sign area.
- A three-foot landscaped area shall be planted around the base of the new sign.

Wood voted ‘Aye’, Wagner, Jockheck, Beck & Knoeck voted ‘No’ Motion Failed

PC14-05 Motion by Wagner, second by Wood to recommend approval of Option 3 of the Alternative Sign Application Update by Jim Pathos at 1613-1635 North Central Avenue (Festival Foods property), zoned “CMU” Community Mixed Use District. Option 3 includes the existing pylon sign with the existing primary signs for Festival and Office Max with an additional 76 square feet of signage for 4 tenant signs located below the Office Max sign. This will put the total pylon signage at 326 square, and is contingent on the following:

- The second free standing sign for tenants shall be installed by July 1, 2015 not less than 100 feet south of the current sign. At that time, all tenant signs shall be removed from below the Office Max sign and the overall signage shall be brought into conformance based on the frontage.

All ‘Ayes’ Motion Carried

PC14-06 Motion by Jockheck, second by Wagner to receive and place on file the Summary of 2013 Development-Related Activity and Plan Commission Actions.

All ‘Ayes’ Motion Carried

Commissioner Jockheck nominates Commissioner Wood as the Non-Elected Plan Commissioner to the CIP Administrative Committee. There being no other nominations, Commissioner Wood is appointed as the Non-Elected Plan Commissioner to the CIP Administrative Committee.

Motion by Wagner, second by Wood that the meeting be adjourned at 8:37 PM.

All ‘Ayes’ Motion Carried

**Daniel G. Knoeck, Secretary
CITY PLAN COMMISSION**